



**Alberta
Cattle
Commission**

GRASS

ROUTES

The Alberta cattle producer newsletter

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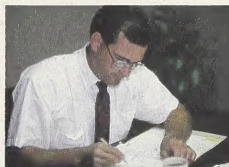
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Summary

Did you know?

According to a study conducted by the University of Guelph, every dollar spent on national beef advertising returns \$5 to producers. The Alberta Cattle Commission contributed over \$2.5 million to national beef advertising last year for a return of \$12.5 million to producers.



Producers' views heard in Ottawa

Alberta Cattle Commission delegates meet with MPs

In early March, the Alberta Cattle Commission (ACC) made a presentation to the Alberta Conservative Caucus and members of Parliament on several national issues of importance to the future success of the beef cattle industry. The following is a brief review of the presentation.

Meat Import Law

The lengthy GATT negotiation process combined with Alberta's increased exports of beef cattle to the United States has created concern about the lack of harmonization that exists between the U.S. Meat Import Law and our Meat Import Act. While the American Meat Import Law may not be ideal in an era of global trade, it is also important that Canada not jeopardize its trading relationship with the United States by becoming a backdoor route for imported beef to the American market. The U.S. law has specific import volumes that trigger import restrictions, while the Canadian act allows government more discretion in imposing import restrictions.

The ACC supports Macleod MP Ken Hughes' private members bill, that if passed, would address the industry's concerns about the Meat Import Act. External Affairs has been reluctant to proceed with a redrafting of the act while GATT is still being negotiated.

National Tripartite Stabilization Program

For the past year, the ACC has been investigating ways of terminating or withdrawing from the National Tripartite Stabilization Program (NTS)

before it expires in 1995.

In the interim, the ACC supports a reduction of the net benefit ceiling for the industry to six per cent from eight per cent for all provinces, except for the Maritimes who would retain their 16 per cent ceiling. To maintain a positive trade relationship, it is important to demonstrate that Canada is seriously working to reduce and eliminate government support received through the NTS program.

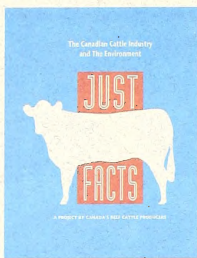
The ACC participated in the mid-term review of the NTS program which resulted in industry consultations about the need for future stabilization programs in the beef industry.

WGTA Method of Payment

For many years, the ACC has recommended that the method of paying the Western Grain Transportation Act (WGTA) subsidy be changed from a payment to the railways to a payment to producers. The current method of payment encourages exporting raw grain rather than any value added processing. The impact of the WGTA is clearly demonstrated by the need for Crow Benefit Offset Programs.

Currently, the Alberta and Saskatchewan governments are forced to pay provincial subsidies in order to offset the damage created by a poorly delivered federal grain industry support program. Given the urgent need for reduced government spending, it is unacceptable that the federal government continues to pay the WGTA subsidy to the railways when it necessitates offsetting provincial programs.

Strength from the ground up.



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*Just Facts is an
information kit that
addresses myths
about the cattle
industry and environ-
mental issues with
scientific fact. The
kit stresses that
cattle producers are
committed to ensur-
ing that their indus-
try makes a positive
contribution to the
economy in a way
that is compatible
with the sustained
and safe use of land,
water and other
resources. If you
would like a free copy
just call or write to:*

*Alberta Cattle
Commission*

*Just Facts Offer
216, 6715 - 8th Street
N.E., Calgary,
Alberta, T2E 7H7
Phone: 274-4400
Fax: 274-0007*



Cattle and wildlife groups work together

The Alberta Cattle Commission (ACC) and Trout Unlimited Canada will work together on a unique project studying the relationship between range management and stream quality.

The project will study how range management affects stream quality and riparian systems along streambanks and then advise producers on ways of assessing these impacts and of implementing practical range management systems that will address any problems.

The project, which is partly funded by money from the federal Green Plan, will have five partners - the ACC, Trout Unlimited Canada, the Public Lands

Division of Alberta Agriculture, the Fish and Wildlife Division of Alberta Environmental Protection and the Canadian Cattlemen's Association.

The project will have four phases: collecting as much information as possible about the interaction between range management and stream conditions in Alberta; researching and developing practical integrated range and stream management systems; selecting and developing a number of demonstration sites for the different systems; and implementing an extension project with landholders and wildlife groups about the role of range management in maintaining viable stream ecosystems.

The pilot project will be useful in bringing different stakeholders together in a productive way to deal with an important environmental issue. If successful, it could help remove some of the misinformation and suspicion about the role of cattle producers in protecting wildlife habitat on their land.

Last November, the ACC organized a seminar for producers, wildlife groups and government officials to look at how a multi-use environment management system called Coordinated Resource Management (CRM) is being used in the United States to bring different groups together to address wildlife and environmental issues.

The pilot project and the CRM seminar are a direct result of the ACC's Environmental Risk Assessment conducted in 1991 to determine the cattle industry's effect on the environment.

1993 Environmental Stewardship Award

The Alberta Cattle Commission (ACC) is seeking entries from cattle producers for the 1993 Environmental Stewardship Award (ESA).

The ESA recognizes cattle producers whose natural resource stewardship practices enhance the environment. Take this opportunity to share your environmental practices with other producers and present the positive story about cattle producers' contribution to the environment.

Nomination forms are available from the ACC office or zone directors. All cattle producers are encouraged to either enter or nominate another producer who they think may qualify.

The competition is open to all Alberta cattle producers. Letters of recommendation are welcome. Deadline for nominations is July 1, 1993 and the winner will be announced at the ACC Annual General Meeting, December 6-8, 1993.

For more information contact:
Alberta Cattle Commission
Environmental Stewardship Award
216, 6715 - 8th Street N.E.
Calgary, Alberta
T2E 7H7
Phone: 275-4400
Fax: 274-0007

Per Capita Meat Consumption in Canada Retail Weight (in lbs.)

Year	Beef	Pork	Poultry
1985	63.5	49.8	55.6
1986	63.6	48.3	56.9
1987	61.4	48.0	60.2
1988	61.6	49.1	62.6
1989	60.4	49.2	61.0
1990	58.2	46.1	61.5
1991	56.8	47.0	61.9



Beef advertising right on track

The latest results of the Beef Information Centre promotion tracking study are in. The Mark Tewksbury advertising campaign has not only achieved excellent awareness but it has also positively influenced both consumer attitudes and product usage. Here are some highlights from the study:

- Awareness of television advertising up significantly (six per cent over last year).
- Awareness of magazine advertising up significantly (also six per cent over last year).
- Awareness of Tewksbury - 59 per cent.
- Two out of three believe use of Tewksbury as a spokesman is a good or excellent idea.
- Main message campaign communicated was "beef's healthy/good for you".

- Key attitude statements up significantly:
 - Beef is an important part of a healthy eating plan - 83 per cent (up 10 per cent).
 - I think beef has had a bad rap, it's time to put aside all the criticism and enjoy the product - 72 per cent (up 13 per cent).
 - There's nothing to match the taste of beef - 63 per cent (up six per cent).
 - Beef fits well into the lives of busy, active people - 78 per cent (up 11 per cent).
- Nine per cent of respondents claim to be eating more beef versus a year ago - up from five per cent last year.
- Twenty-three per cent of respondents claim to be eating less beef versus a year ago - down from 34 per cent last year.

Promotion partnerships bring success for beef

As part of its beef advertising mandate, the Beef Information Centre (BIC) forms partnerships with many other organizations in the foodservice, retail, sport and health areas. Partnering is an excellent method of increasing beef consumption and maximizing producer check-off dollars by sharing costs and expertise with other organizations.

Just some of the recent partnerships formed by the BIC in the foodservice area are Smitty's family restaurants, Howard Johnson and Holiday Inn hotels, and Versa Foodservice.

Partnerships in the retail area include: Canadian Superstore, Costco, Canada Safeway, Overwaitea Food Group and other national supermarket chains - as well as large companies such as Nabisco, Campbell's, Dole, OXO and Sunbeam.

The BIC participates in new product development and helps processors launch innovative beef products creating new markets for beef.

The BIC was also an official supplier to the 1992 Canadian Olympic Team which provided excellent marketing opportunities such as Olympic Gold Medalist Mark Tewksbury becoming a beef spokesman.

The highly successful Sport Nutrition for the Athletes of Canada (SNAC) nutrition program was developed by the BIC in partnership with the Sport Medicine Council of Canada. Over 2,700 athletes and 1,500 coaches have received SNAC.

The BIC also partners with well-respected health organizations such as the Canadian Cancer Society, the Heart and Stroke Foundation and the Canadian Dietetic Association to develop nutritional materials and promote healthy diets that include beef.



Every year the Alberta Veterinary Medical Association holds a drug disposal campaign that runs for the entire month of May.

Veterinarians encourage producers to go through their stock of animal medication and return unused or outdated medication to their nearest veterinary clinic for environmentally safe disposal.

Wanted: positive people for beef promotion

Interested in promoting your product and industry at a local level? Help spread the positive message about beef as a volunteer with the Beef Education Association (BEA). The BEA promotes beef at trade shows, fairs and numerous special events. Currently, the following areas of the province need your help: north central (Edmonton area), northwest and northeast regions - excluding the Mighty Peace and Grande Prairie area. Expenses and promotional materials are provided through the ACC check-off. For more information call Elaine Deeg in the ACC office at 275-4400.



working group carrying out the mid-term review of the NTS program, were considered by the Board. The two options CCA recommends as potential safety net programs for the industry, a Value Added Income Stabilization program and a Risk Management Agency, will receive further input at producer meetings to be held across Canada this spring.

National check-off

The CCA unanimously approved a discussion paper outlining a plan for a National Check-Off Agency. Collection of a check-off on imported cattle, for the purposes of promotion and research, has been something Canadian producers have lobbied strongly for. Collection on imports would require support from provinces representing in total, a minimum of 65 per cent of the industry. A national check-off will require the establishment of an agency, a national plan, and federal and provincial agreements.

National leadership

Lynn Biggart of Cutknife, Saskatchewan and Ken Cameron of Quesnel, British Columbia, were re-elected CCA president and vice-president. Mabel Hamilton of Innisfail, Alberta, was elected as the new Beef Information Centre chairman.

National McDonald's protest

The Beyond Beef campaign whose goal is to reduce red meat consumption by 50 per cent, is targeting McDonald's with an anti-beef campaign promoting meatless alternatives. The "Adopt a McDonald's" campaign is to begin April 17. The CCA, Alberta Cattle Commission and other provincial cattle associations, working closely with other industry segments, have developed a coordinated issues management program.

The Canadian Cattlemen's Association (CCA) recently held their annual meeting in Ottawa, March 11 to 13, 1993. Highlights of the meeting are as follows:

National tripartite stabilization

The CCA Board of Directors voted in favor of phasing out the National Tripartite Stabilization (NTS) program by year end. The CCA supported the consensus reached by producers during industry workshops held in December and January that programs be production and market neutral. Based on this, and foreign trade concerns, the CCA is in favor of alternatives to the NTS programs which are not in conflict with the decision to support, with the U.S. National Cattlemen's Association, the definition of domestic subsidies based on the GATT negotiations. Essentially, domestic support policies are to meet the fundamental criteria that they have no, or at most minimal, distorting effects on production and trade. Four alternatives to NTS, developed by the

Market Watch by:



Feeder Steers 800-900 Lbs.
Southern Alberta



MONTHLY AVERAGES FOR ALBERTA

	March average	Feb. average	change	March 92 average	change
FED STEERS	97.52	96.76	0.76	82.96	14.56
FED HEIFERS	94.84	94.66	0.18	81.09	13.75
FEEDER STEERS					
300 - 400	133.81	126.75	7.06	114.38	19.43
400 - 500	126.88	123.88	3.00	110.22	16.66
500 - 600	122.62	119.38	3.24	104.33	18.29
600 - 700	114.60	111.84	2.76	98.63	15.97
700 - 800	107.13	105.60	1.53	92.04	15.09
800 - 900	101.06	100.45	0.61	86.19	14.87
900 +	94.91	95.03	-0.13	83.89	11.02
FEEDER HEIFERS					
300 - 400	121.58	118.25	3.32	104.75	16.82
400 - 500	117.40	113.93	3.47	100.76	16.64
500 - 600	112.48	109.30	3.18	96.99	15.49
600 - 700	106.80	103.64	3.16	92.34	14.46
700 - 800	101.83	99.29	2.54	87.02	14.81
800 +	95.40	94.89	0.51	82.29	13.11

CANFAX is a non profit market information service that offers its members detailed weekly and monthly market reports and a member-only hotline to get up to the minute information. For more information call Anne or Keith at 275-5110.

ACC Market Information Service

Slaughter Cattle Information 274-4340
Feeder Cattle Information 274-4345

The Alberta Cattle Commission 216, 6715 - 8th St. N.E. Calgary, AB T2E 7H7 275-4400 Mail Registration Number 116432